



CROSSFIT DESTIN

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MEDIA ALERT

Destin, Florida, June 14, 2010 – CrossFit Destin has finally arrived. After over a year of planning, encouragement, and support from long time residents Jim and Donna Proffitt, Bert Rodriguez and wife Kathy Rivers are preparing for their Grand Opening of CrossFit Destin across from Regatta Bay.

CrossFit is the latest and most effective exercise and training system that is sweeping the country and world. With affiliates around the globe, it incorporates functional exercises that will improve your strength, stamina, coordination, endurance, flexibility and is the ultimate and best way to lose weight and improve all around health.

Rodriguez owned and operated U.S. #1 Fitness Centers in West Palm Beach, North Miami and Dania, Florida for the past 22 years. He has trained the Drug Enforcement Administration, Dade and Broward County Police Department's and Corrections Department as well as different segments of the armed forces. He is a highly respected trainer of sports athletics, boxing and kickboxing world champions. He has been featured on CNN, 20/20, Dateline NBC, The Learning Channel, PBS, BBC, Canadian Broadcasting, Univision, Telemundo and other radio and press around the world.

His lovely wife and business partner, Kathy Rivers is not only a certified personal trainer in CrossFit, HKC Kettlebells and Nutrition, but is also a Fitness Model and Professional IBA Women's Cruiserweight Boxing Champion. Just recently receiving offers to fight for world heavyweight and super middleweight titles in Germany and Guyana, Rivers has been featured and fought on ESPN and ESPN2. Last February, she was chosen out of over three hundred applicants to be one of thirteen girls for a reality show on the Bravo Network called The Ultimate Body Show. She teaches a boxing boot camp and cardio class that is guaranteed to get you in shape while having fun.

CrossFit Destin will be offering a full line of classes in different areas, both group and personal. Pre registration begins June 15th and the Grand Opening and first day of classes will be June 21, 2010. Don't miss this opportunity to save by pre-registering and train with world-class trainers and champions.

Business hours starting June 15th will be Weekdays 5am - 11am and 4pm - 9pm and Saturdays 7am - 11am. Stop by and meet and greet with our latest Destin residents.